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UM seminars boost business-building skills

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Recommended Citation

University of Montana–Missoula. Office of University Relations, "UM seminars boost business-building skills" (1999). *University of Montana News Releases, 1928, 1956-present*. 16066.
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NEWS RELEASE

This release is available electronically on INN (News Net.)

June 22, 1999

Contact: Kandy Raup, UM Workforce Development Center, (406) 243-5617.

UM SEMINARS BOOST BUSINESS-BUILDING SKILLS

MISSOULA--

The University of Montana's Workforce Development Center is offering four seminars this summer to help new businesses avoid the planning and marketing boo-boos that commonly lead to failure within five years after start-up.

The seminars will meet from 8:30 a.m. to noon and 1:15 to 4:30 p.m. on July 10, 15 and 27 and on Aug. 10 in the James E. Todd Building (Continuing Education). Each seminar costs \$89. Here are the course descriptions:

- Saturday, July 10, How To Write a Successful Business Plan -- How to organize and create a good business plan as well as ensure its success. Financial spreadsheet templates will be provided on disk.

- Thursday, July 15, Writing a Winning Marketing Plan -- How to develop a marketing plan that will increase business volume and profitability, find new customers/clients, penetrate new markets, deal effectively with competition and achieve long-term stability.

- Tuesday, July 27, Selling the Invisible: Marketing Your Service-Oriented Business -- How to price and package services, communicate the benefits of your services, stand out by differentiating your business from similar businesses, get the word out about your service in low-cost ways and turn prospects into long-term customers.

-more-

■ Tuesday, Aug. 10, Marketing Your Business in the Missoula Area -- How to find a target market in Missoula, make Missoula demographics work for you, create a competitive advantage, use a variety of marketing channels and compete against the influx of megastores in the area.

Seminar instructors are Kandy Raup, director of UM's Workforce Development Center, and Jeff Radighieri, the account manager for Northwest Physicians Research Network of Missoula. Both instructors have master's degrees in business from UM and have taught business and marketing courses in the Missoula area. Raup also has six years of marketing experience at the local, national and international levels.

Seating is limited, so early registration is advised. For registration or other information, call (406) 243-5617.

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